

Franklin County
Quit Line Data Summary
January 1 - March 31, 2002

| | County | State |
|--|-----------------|------------------|
| Number of Calls to Quit Line | N = 15 | N = 4,096 |
| Percent of Statewide Calls | 0.4% | 100.0% |
| Percent of State Population in County¹ | 0.8% | 100.0% |
| | County % | State % |
| Gender | N = 15 | N = 3,737 |
| Female | 60.0% | 61.7% |
| Male | 40.0% | 38.3% |
| Race/Ethnicity | N = 15 | N = 3,032 |
| People of Color | 6.7% | 12.8% |
| White | 93.3% | 87.2% |
| Age | N = 15 | N = 3,176 |
| Less than 18 years old | 0.0% | 2.3% |
| 18 - 24 years old | 6.7% | 16.2% |
| 25 - 34 years old | 33.3% | 23.2% |
| 35 - 44 years old | 13.3% | 27.0% |
| 45 years and older | 46.7% | 31.4% |
| Education | N = 15 | N = 3,209 |
| Did not graduate high school | 6.7% | 19.8% |
| High school graduate | 40.0% | 33.3% |
| Some college/vocational school | 40.0% | 36.9% |
| College graduate | 13.3% | 10.0% |
| Caller Type | N = 13 | N = 3,483 |
| General Information | 0.0% | 10.6% |
| Health care provider | 0.0% | 3.4% |
| Tobacco user | 100.0% | 86.1% |
| Payer Type | N = 12 | N = 2,167 |
| Insured | 58.3% | 40.2% |
| Uninsured | 25.0% | 25.1% |
| Medicaid | 16.7% | 34.7% |
| Heard About | N = 15 | N = 3,110 |
| Past caller | 13.3% | 12.9% |
| Employer/worksites | 0.0% | 1.4% |
| Health care provider | 6.7% | 17.0% |
| Television | 40.0% | 23.9% |
| Outdoor advertisement (billboard/bus/wall) | 0.0% | 4.9% |
| Targeted mailing | 0.0% | 0.2% |
| Great Start | 0.0% | 6.2% |
| Radio | 0.0% | 1.1% |
| Newspaper/Magazine | 6.7% | 1.7% |
| Brochure/Newsletter | 6.7% | 5.2% |
| Family or friend | 20.0% | 21.5% |
| Health Department | 6.7% | 3.0% |
| School | 0.0% | 0.9% |